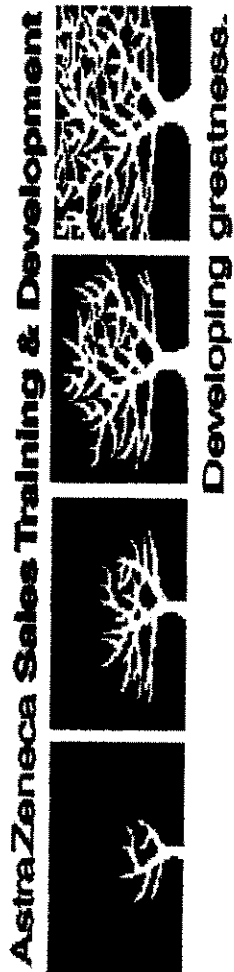


Tab 15



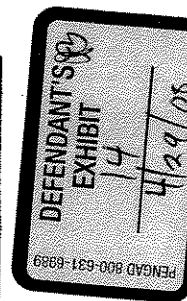
Interactive Strategic Selling

Sales Internship

For Internal Training Purposes
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AstraZeneca



What is Selling?

- **Selling** is the process of influencing decision-makers to take action by satisfying their needs with specific strategic product solutions.
- **A process of conversation interrupted by time, not an event!**
- **A dialogue, not only a presentation.**
- **A business transaction, not just meeting the needs of one party.**



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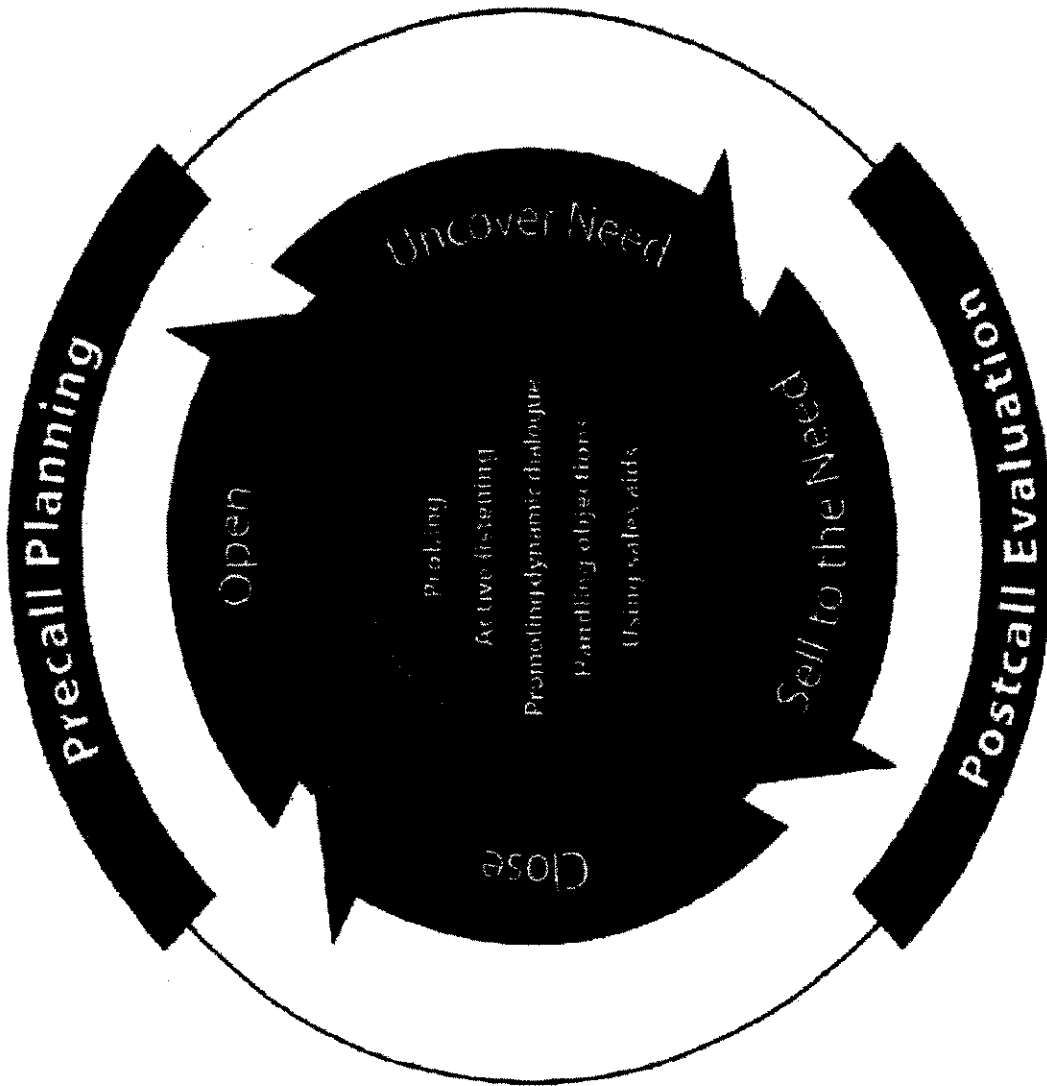
Types of Selling Systems

- SPIN Selling
- Strategic Selling
- Consultant Selling
- Problem Solution Selling
- Passive Selling



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Learning Objectives

- List and define the steps and skills that make up the ISS Model
- Develop a Pre-Call Plan
- Create questions to uncover need, magnify the consequence, and explore the value
- Develop effective closing questions
- Develop active listening, dynamic dialogue, and handling objection skills during role play
- Display proper etiquette when using a sales aid



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AstraZeneca's Sales Model

Interactive Strategic Selling Features:

- Sales-oriented language
- Pre-call planning guidelines with attention paid to developing strategic selling objectives
- Enhanced needs-based approach
- Emphasis on closing—asking for the business



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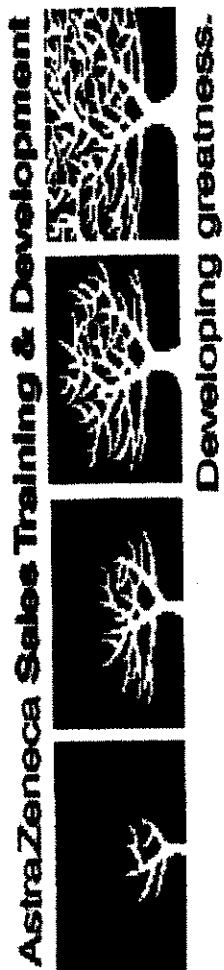
AstraZeneca's Definition of a Sales Call:

AstraZeneca defines a sales call as a face-to-face discussion between a prescriber and a PSS, where an approved visual aid and/or clinical paper is used to address the needs of the customer, and the most current promotional message is persuasively delivered. All calls must include: product safety information, a direct request from a PSS for the appropriate action from the customer, and an offer to leave the Prescribing Information. AstraZeneca PSSs must always keep in mind the value that our organization brings to the ultimate customer, the patient. It is our goal to provide pharmaceutical solutions that lead to longer, healthier lives.



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Interactive Strategic Selling Sales Internship

Key Skills



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Workshop Objectives

- At the end of this workshop the PSS should be able to:
 - Describe the five key skills used during ISS.
 - Explain the difference between open and closed probes.
 - Describe active listening and why it is important.
 - List the steps of handling objections.
 - Identify some approved sales aids.



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Key Skills



Probing



Active Listening



Promoting Dynamic Dialogue



Handling Objections



Using Approved Sales Aids

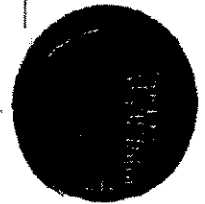


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Two Types of Probes

- Open Probe
 - result in full or expansive responses.
 - Start with “What”, “When”, “How” and/or “Why”.
 - Use to get customer talking about prescribing behaviors, needs and concerns.
- Closed Probe
 - Answered with a “Yes” or “No”
 - Used to confirm understanding or agreement.
 - Often used in trial closes.



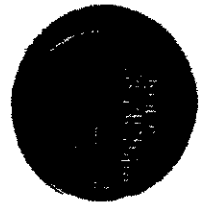
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Probing

Why probe ?

- Discover information
- Clarify objections
- Confirm agreement or understanding
- Gain commitment to action



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Activity

Who am I ? The Name Game

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Active Listening

What is Active Listening?

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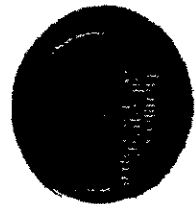
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Active Listening

Why actively listen?

- Acquire new information
- Comprehend new information
- Reflect your understanding back to the speaker
- Clarify misunderstandings
- Communicate your interest
- Show you care

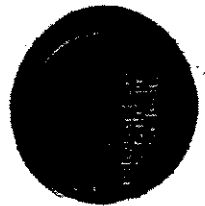


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7 Steps to Active Listening

1. Make eye contact.
2. Answer the question the customer asked.
3. The next thing you say should be related to the last thing the customer said.
4. Don't interrupt.
5. Value silence.
6. Listen with more than just your ears.
7. Paraphrase to confirm that you have heard.



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Promoting Dynamic Dialogue

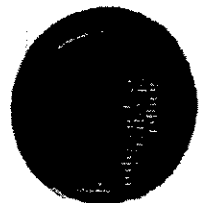
What is a Dynamic Dialogue?

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Promoting Dynamic Dialogue

- Respond to positive feedback
- Respond to requests for information
- Expand time with physician
- Keep the conversation focused
- Handle objections



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Handling Objections

Why is this important?

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Handling Objections

4 Steps of Objection handling

- Clarifying
- Responding
- Confirming
- Transitioning back to core promotional message



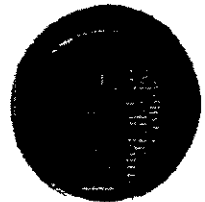
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Other Techniques

- Feel..., Felt..., Found.....
- “Obviously, you have a reason for saying that. Would you mind sharing it with me?”
- What else?

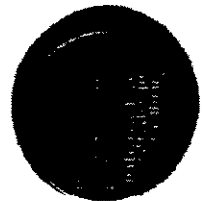


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Competitive Products

- Know the perceived strengths and weaknesses of your competitors
- Know the issues in the competitors' reprints
- Maintain professionalism
- Don't make comparative claims unless approved
- Tailor the response to the uncovered need
- Focus on the doctor and patient benefits



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Using Approved Sales Aids

Commonly used Approved Sales Aids

- Prescribing Information (PI)
- Core Visual Aid (CVA)
- Clinical Reprints
- Slim Jim / File Card
- Clinical Sell Sheets (CSS)



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Summary

When do I use these skills?

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Key Learning

You should now be able to:

- Describe the five key skills used during ISS.
- Differentiate between open and closed probes.
- Describe active listening and why it is important.
- List the steps of handling objections.
- Identify some approved sales aids.



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Working Lunch

During lunch, you and your team will brainstorm to create your products. You will have one medical device and one prescription drug, both to treat humans. They do not have to be related. You must create:

- Brand Name & Brand Positioning (Core Message)
- What it does? What is unique?
- What are the weaknesses?
- Who is the competition?



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